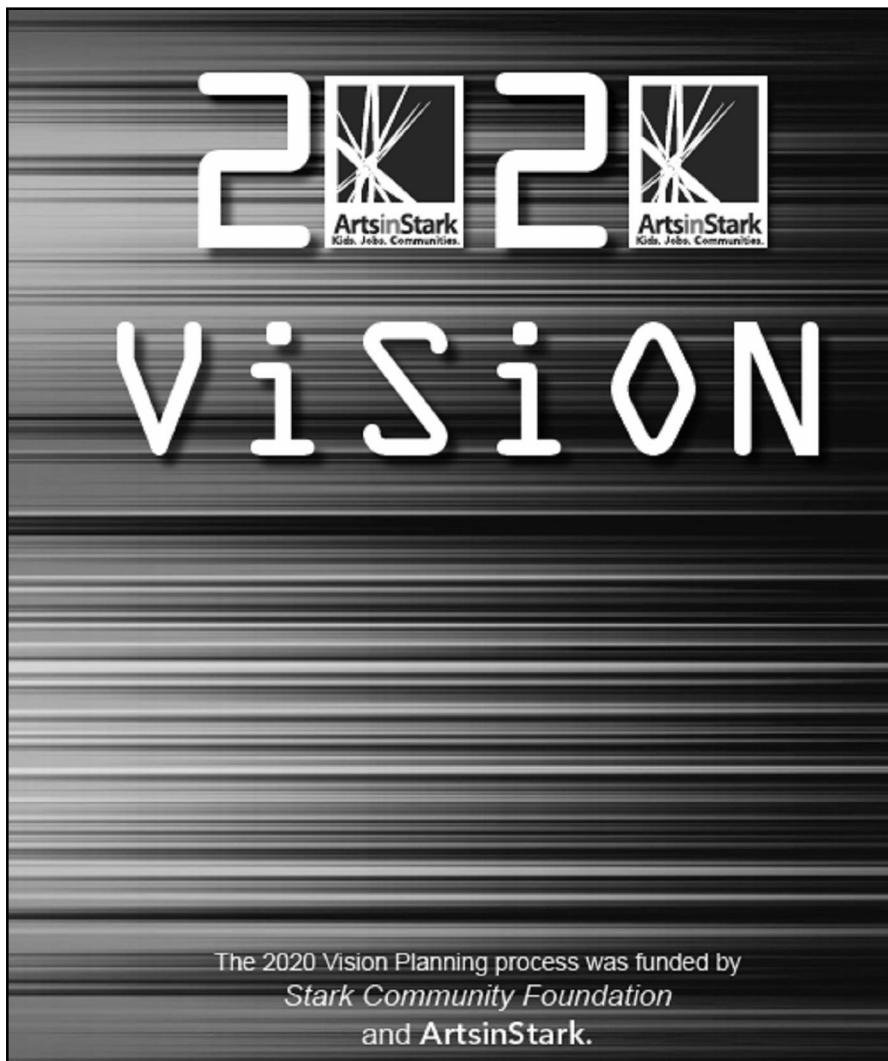


20/20 Vision Artists

(one of ten plans released on March 20, 2012)



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20/20 Vision

Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

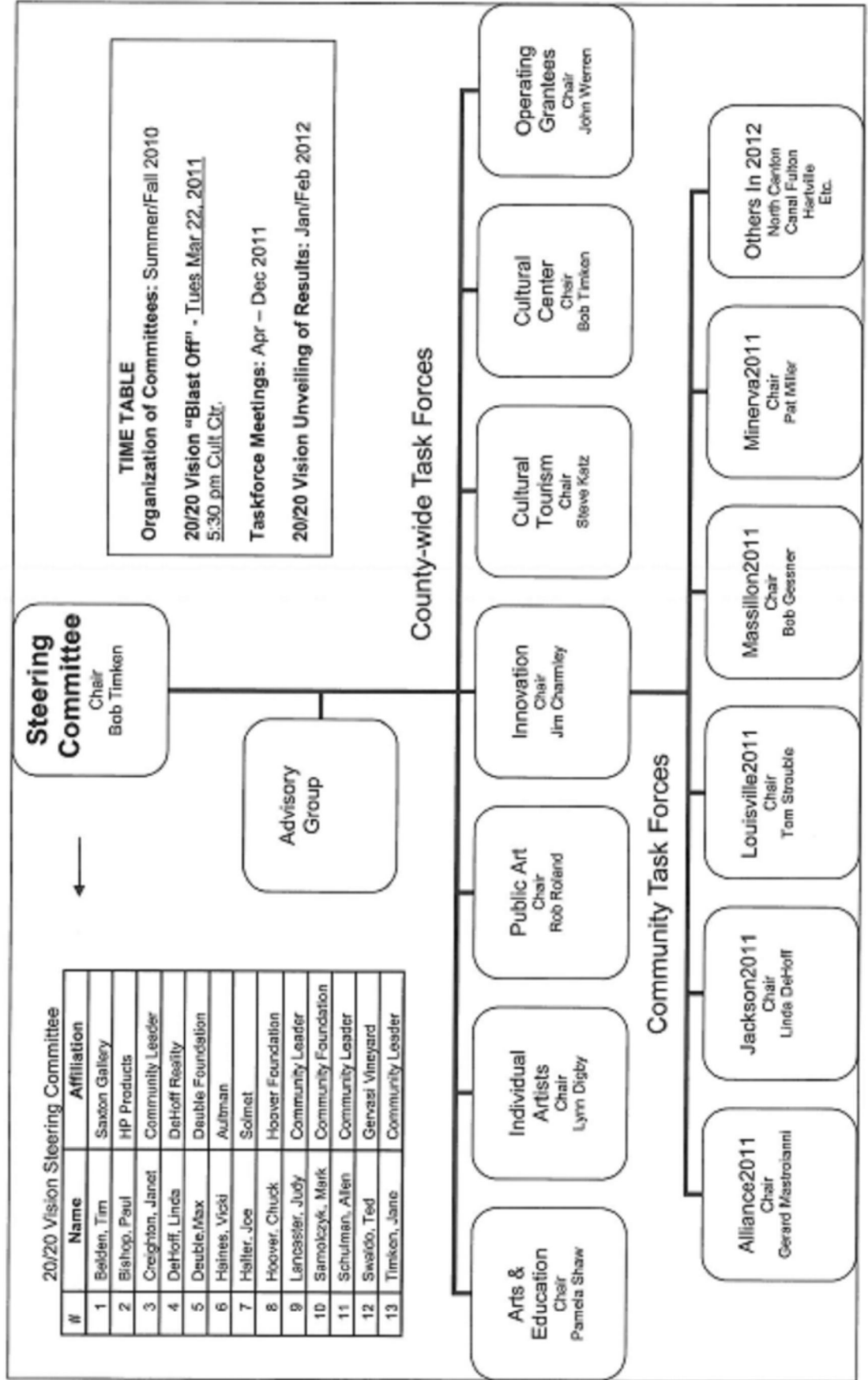
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

	Name	Notes
1	Belden, Tim	Saxton Gallery
2	Bishop, Paul	HP Products
3	Creighton, Janet	County Commissioner
4	DeHoff, Linda	DeHoff Realtors
5	Deuble,Max	Deuble Foundation
6	Haines, Vicki	Aultman
7	Halter, Joe	Solmet
8	Hoover, Chuck	Hoover Foundation
9	Lancaster, Judy	Lawyer
10	Samolczyk, Mark	Community Foundation
11	Schulman, Allen	Community Leader
12	Swaldo, Ted	Gervasi Vineyard
14	Timken, Bob	Chair
13	Timken, Jane	Community Leader

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

20/20 Vision
 10-year plan for arts and economic development in Stark County
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



20/20 Vision Artists

THE CHALLENGE – We have over 500 artists and craftsmen in Stark County. Among them are some of the best in America. We need to provide them with more opportunities to do and to sell their work, both locally, and nationally --- and we need help them become even better small businessman.

THE PROCESS – Lynn Digby chaired a task force of nine artists and arts gallery owners. They met for a year to help ArtsinStark design a 10-year plan for helping artists sell more work and improve their business skills.



THE TASK FORCE - was made up of the following people.

	LastName	Full Name	Notes
1	Aronhalt	Jeremy Aronhalt	A Studio Photograph
2	Dick	Julia Dick	MOLA Gallery
3	Digby	Lynn Digby	Artist
4	Lawson	Ted Lawson	Artist
5	Martino	Joe Martino	Artist
6	Matin	Nancy Stewart Matin	Artist
7	McDowell	David McDowell	Artist
8	Waalkes	Michele Waalkes	Artist
9	Walburn	Todd Walburn	2nd April Galerie

YEAR ONE – For the first twelve months we want to:

- 1) Start hosting “ArtsBiz” classes on everything from budgeting to marketing.
- 2) Provide rent support for opening new artist spaces across the county.
- 3) Host quarterly meetings of artists and art gallery owners to improve communications.
- 4) Expand gallery hours in Canton Arts District and host more “arts lovers” events.
- 5) Complete the Stark County “Cultural Inventory” --- free listing for all artists.
- 6) Focus more at First Fridays on getting people into arts galleries/studios, and create a phone app for Canton Arts District to help locate galleries/studios.
- 7) Announce plans for new series of small, medium, and large public art projects.

THE PHILOSOPHY – Individual artists are the backbone of the “arts explosion” that is happening across Stark County. We need to do more to support them.

STRATEGY - 20/20 Vision Public Art is a ten year plan. When completed, we will have:

- 1) The Canton “Loop” bringing tourists to the Canton Arts District and on short trips to galleries and studios in Massillon, Louisville, Minerva, Alliance, etc.

- 2) A monumental series of public art works completed celebrating the eleven greatest moments in professional football called "The Eleven" created by both local and national artists.
- 3) More than 100 bus tours annually bringing tourists to our studios and galleries.
- 4) Special Project Grants for artists at the level of \$2,500 each.
- 5) A full-scale county wide Public Art Program for which local artists have created more than 350 new pieces of public art.

**20/20 Vision Artists
Plan Chart**

Year One - first 12 months		Notes	Risk
1	Arts Biz classes	Business sessions taught by arts experts	Medium
2	Arts Biz mentoring	One on one consulting run by arts experts	Medium
3	Arts Biz space subsidy	Rent support for "new" arts spaces	Medium
4	Groups: artists, gallery owners	Quarterly or bi annual meetings to network	Low
5	Art District with expanded hours	Days, evening with interns or "gallery sitters"	Medium
6	Run "ArtsWalk" experiment	Special events for "art lovers"	Medium
6	Complete Cultural Inventory	Free, raw data, easily updated: BOOK, part 1	Low
7	A&E "App" up and running	Features Canton Arts District galleries/studios	Low
8	First Friday has gallery focus	More people going inside galleries/studios	Low

Year Two - second 12 months			Risk
1	Release The BOOK, part two	Juried process, glossy publication, fee	Medium
2	ArtsBiz expands	"How To" sessions, mentoring, space subsidies	Medium
3	"ArtsWalk" type events	For arts people, live demos, "artist work nites"	High
4	Unveil "The Loop"	5 tourism stops: including CultCtr/ArtsDist	Medium
5	More public art projects	Small, medium, and large --- and "The Eleven"	High
6	Artists grants are \$750	Special Project Grants for artists	Low

Years Three thru Five - 36 mos		Notes	Risk
1	Artists grants are \$1,000	Special Project Grants for artists (3 years)	Medium
2	Continue The BOOK and ArtsBiz	Hard copy/online. Classes/mentoring (3 years)	Low
3	More public art projects	Small, medium, and large --- and "The Eleven"	High
4	General public art projects	Countywide (3 years)	Medium
5	First 20 bus tours to galleries/studios	Canton or Alliance or Minerva (3 years)	Medium

Years Six thru Nine – 48 months		Notes	Risk
1	Artists grants are \$1,500	Special Project Grants for artists (4 years)	Medium
2	Continue The BOOK and ArtsBiz	Hard copy/online. Classes/mentoring (4 years)	Medium
3	More public art projects	Small, medium, and large --- and "The Eleven"	High
4	General public art projects	Countywide (4 years)	Medium
5	Next 20 bus tours to galleries/studios	Canton or Alliance or Minerva (4 years)	Medium

Year Ten - 12 months		Notes	Risk
1	The Canton "Loop" is done	5 tourism stops: including CultCtr/ArtsDist	Medium
2	Full scale public art program in place	Income: government, endowment, sponsors	High
3	350 new public art works completed	And "The Eleven" is done	High
4	100 bus tours to galleries/studios	Coming to Canton or Alliance or Minerva	Medium
5	Artists grants are \$2,500	Special Project Grants for artists	Low

3/21/12